



# Retail Goods and Services Expenditures

Prepared by

Counties: Washington, AL

## Top Tapestry Segments:

Southern Satellites	68.3%
Rural Bypasses	26.8%
Heartland Communities	4.9%

## Demographic Summary

	2007	2012
Population	18,251	18,375
Households	6,989	7,135
Families	5,174	5,201
Median Age	36.2	37.5
Median Household Income	\$36,374	\$40,580

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	54	\$1,476.01	\$10,315,860
Men's	56	\$278.37	\$1,945,514
Women's	51	\$491.11	\$3,432,350
Children's	65	\$286.60	\$2,003,039
Footwear	48	\$244.97	\$1,712,076
Watches & Jewelry	49	\$96.74	\$676,101
Apparel Products and Services <sup>1</sup>	53	\$78.23	\$546,780
<b>Computer</b>			
Computers and Hardware for Home Use	55	\$120.63	\$843,108
Software and Accessories for Home Use	49	\$14.63	\$102,258
<b>Entertainment &amp; Recreation</b>	65	\$2,217.33	\$15,496,893
<b>Fees and Admissions</b>	46	\$278.69	\$1,947,745
Membership Fees for Clubs <sup>2</sup>	48	\$75.54	\$527,967
Fees for Participant Sports, excl. Trips	48	\$54.84	\$383,289
Admission to Movie/Theatre/Opera/Ballet	42	\$62.69	\$438,153
Admission to Sporting Events, excl. Trips	49	\$28.21	\$197,182
Fees for Recreational Lessons	44	\$57.40	\$401,154
<b>TV/Video/Sound Equipment</b>	63	\$737.52	\$5,154,529
Community Antenna or Cable Television	69	\$459.56	\$3,211,858
Color Televisions	54	\$73.73	\$515,314
VCRs, Video Cameras, and DVD Players	64	\$24.62	\$172,070
Video Cassettes and DVDs	64	\$38.81	\$271,219
Video Game Hardware and Software	62	\$20.53	\$143,492
Satellite Dishes	69	\$1.07	\$7,494
Rental of Video Cassettes and DVDs	59	\$35.39	\$247,352
Sound Equipment <sup>3</sup>	51	\$80.52	\$562,745
Rental and Repair of TV/Sound Equipment	57	\$3.29	\$22,985
Pets	79	\$347.73	\$2,430,265
Toys and Games	67	\$122.54	\$856,465
Recreational Vehicles and Fees <sup>4</sup>	84	\$382.82	\$2,675,545
Sports/Recreation/Exercise Equipment <sup>5</sup>	64	\$147.73	\$1,032,459
Photo Equipment and Supplies <sup>6</sup>	60	\$82.08	\$573,659
Reading <sup>7</sup>	56	\$118.22	\$826,226
<b>Food</b>	66	\$5,559.66	\$38,856,489
<b>Food at Home</b>	68	\$3,445.27	\$24,078,966
Bakery and Cereal Products	68	\$492.24	\$3,440,237
Meat, Poultry, Fish, and Eggs	71	\$935.19	\$6,536,073
Dairy Products	68	\$376.42	\$2,630,806
Fruit and Vegetables	62	\$547.55	\$3,826,815
Snacks and Other Food at Home <sup>8</sup>	70	\$1,093.87	\$7,645,035
<b>Food Away from Home</b>	62	\$2,114.40	\$14,777,523
Alcoholic Beverages	54	\$333.60	\$2,331,548
Nonalcoholic Beverages at Home	73	\$318.28	\$2,224,485



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	30	\$440.75	\$3,080,400
Vehicle Loans	81	\$4,976.91	\$34,783,618
<b>Health</b>			
Nonprescription Drugs	74	\$89.61	\$626,272
Prescription Drugs	89	\$513.97	\$3,592,120
Eyeglasses and Contact Lenses	68	\$56.45	\$394,506
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	55	\$4,772.47	\$33,354,821
Maintenance and Remodeling Services	56	\$1,108.36	\$7,746,327
Maintenance and Remodeling Materials <sup>10</sup>	82	\$306.06	\$2,139,023
Utilities, Fuel, and Public Services	71	\$3,108.90	\$21,728,128
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	58	\$79.99	\$559,072
Furniture	54	\$346.69	\$2,423,051
Floor Coverings	50	\$45.37	\$317,085
Major Appliances <sup>12</sup>	72	\$210.14	\$1,468,642
Housewares <sup>13</sup>	60	\$62.58	\$437,340
Small Appliances	68	\$25.06	\$175,116
Luggage	42	\$4.32	\$30,172
Telephones and Accessories	59	\$27.96	\$195,434
<b>Household Operations</b>			
Child Care	45	\$189.02	\$1,321,063
Lawn and Garden <sup>14</sup>	84	\$374.31	\$2,616,043
Moving/Storage/Freight Express	53	\$28.27	\$197,548
Housekeeping Supplies <sup>15</sup>	71	\$544.83	\$3,807,846
<b>Insurance</b>			
Owners and Renters Insurance	76	\$363.42	\$2,539,968
Vehicle Insurance	69	\$1,006.94	\$7,037,479
Life/Other Insurance	72	\$461.00	\$3,221,899
Health Insurance	77	\$1,523.72	\$10,649,264
Personal Care Products <sup>16</sup>	64	\$303.50	\$2,121,184
School Books and Supplies <sup>17</sup>	53	\$64.49	\$450,740
Smoking Products	85	\$411.55	\$2,876,355
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	79	\$4,511.50	\$31,530,844
Gasoline and Motor Oil	79	\$1,612.82	\$11,272,029
Vehicle Maintenance and Repairs	66	\$698.70	\$4,883,191
<b>Travel</b>			
Airline Fares	44	\$179.42	\$1,253,983
Lodging on Trips	55	\$226.34	\$1,581,868
Auto/Truck/Van Rental on Trips	40	\$17.39	\$121,531
Food and Drink on Trips	57	\$267.26	\$1,867,857

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.